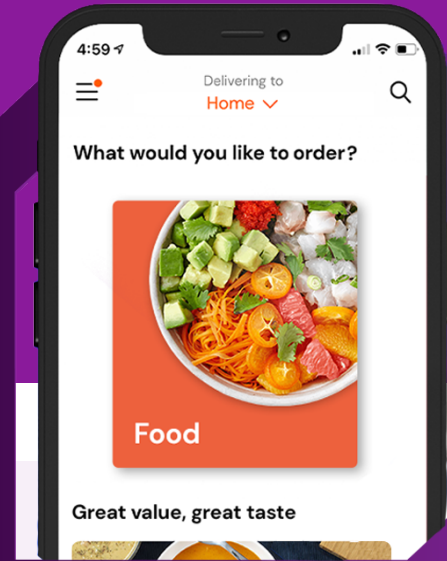




# Smadex's Full-Creatives Strategy Approach Leads talabat to Success



## Results

The impact of the new strategy was immediate:

- **47% Decrease in CPA:** Cost per acquisition dropped by nearly half, reflecting more efficient spending.
- **37.5% Decrease in CPI:** Cost per install saw a substantial reduction, indicating improved effectiveness in driving app installs.



## Opportunity

talabat, a subsidiary of Delivery Hero and the MENA's leading platform for everyday deliveries, has enjoyed a successful three-year partnership with Smadex. With their trust in the Smadex team firmly established, talabat was now eager to explore innovative growth strategies to boost performance, attract new customers, and expand into new markets.

## Why Smadex

- The partnership between talabat and Smadex exemplifies how innovative advertising strategies can drive substantial growth and efficiency. With Smadex's full-creative approach, talabat significantly boosted the performance of its campaigns, showcasing the power and impact of our Creative Studio.

# Strategy

To accelerate talabat's user acquisition efforts, the Smadex team developed an innovative new creative strategy. Recognizing the potential for significant improvement and leveraging its extensive expertise, Smadex transitioned to a comprehensive creative approach. This strategy involved:

- **Data-driven Creative Optimization:** Optimizing creatives based on a granular level analysis to capture customer attention more effectively.
- **Creatives Geolocation:** Smadex produced creatives, tailoring them to specific locations that showed nearby restaurants to enhance relevance and engagement.
- **Full Smadex Production Support:** Providing comprehensive creative production support and insights to ensure high-quality, engaging content.
- **Improve User Experience:** Implementing SKOverlay for a smooth experience allows customers to install the app without interrupting other app activities.

This strategic approach to a creatives-centered analysis and strategy significantly evolved talabat's campaign performance.



"Smadex's innovative strategies and hands-on, creative approach has significantly boosted talabat's campaign performance. Their strategic insights and creativity have been instrumental in driving talabat's growth, making them an invaluable partner in our marketing efforts"

**Glen D'Souza, Sr. Performance Marketing Specialist**

"Smadex's creative strategies have enabled us to innovate in the region and significantly boost our performance. By delivering more dynamic and engaging ads, and making data-driven optimisations, we have not only improved our brand visibility but also driven business growth and efficiency."

**Luis Chacon, Display & Programmatic Manager**

